

# Insight Analytics: FAQ

## General Questions

### What happens when we change/upgrade our CMS, or swap out other source systems?

Insight Analytics is built to be vendor agnostic, so system changes on your end don't mean starting over on ours. Our implementation team handles the data remapping process for you. We recommend notifying us early so we can coordinate the transition, maintain reporting continuity, and ensure no historical data is lost.

### Can I create my own report in Insight Analytics?

Clients cannot currently build custom reports, but our reports are built with flexibility in mind and allow you to select different dimensions, metrics, and comparisons, so you can usually view the data you need without a custom report. If you have a specific view or report in mind, reach out to your Insight Analytics representative, and we'll evaluate whether an existing module, configuration adjustment, or future enhancement is the right fit.

## Executives

### What AI functionalities does the software possess?

AI hasn't been integrated yet, but we are investing heavily in predictive machine learning models and will have new capabilities to share soon. We believe that the critical foundation of our platform is reliable, accurate data, so we always develop new features with a high level of rigor and validation.

### **What happens if my teams rely on different metrics for their reporting?**

Insight Analytics provides a single source of truth to align your organization, while giving each department flexibility and access to a breadth of data that is most valuable to them. During implementation we work with your teams to establish standard metric calculations, and we tailor your daily operating and flash reports accordingly. Operational reports also offer a broader set of metrics and dimensions to slice and dice the data however needed for deeper analysis.

### **Can you handle multi-property operations? Can I compare performance across locations?**

Yes. The platform is built for multi-property operators allowing you to compare properties, identify best practices at top performers, and spot underperformance, all from a single dashboard.

### **What if I want to add new metrics or KPIs that aren't currently in the system?**

Insight Analytics comes with a broad set of pre-built metrics and KPIs, and we can accommodate custom data sources and custom line items on daily operating reports during implementation. If you need something beyond what's available, reach out to your CCT rep; some requests may require development work depending on complexity.

### **If I already have Insight Cash and am paying a connection fee for my existing data connections, do I have to pay again to connect these sources to Insight Analytics?**

No, Insight Analytics shares the same data connections and warehouse as Insight Cash, so there's no added cost. Some additional data feeds and

validation are required during implementation, but existing Insight Cash clients benefit from a faster, smoother onboarding experience.

## **Finance**

### **How do you handle audited vs. unaudited data within the DOR?**

We load an audited flag based on whether the audit day is open or closed in your source system. As audited data becomes available, we will pull it in the next load, so the best available data is always used. Most clients schedule their DOR distribution based on when they post their audited data each day.

### **How often do you perform data updates?**

Our automated loads pull the latest available data from source systems hourly. Many data points do not become available until after your game day closes, so most reports are built to reflect prior day results.

### **Our CFO requires specific financial statement formats and regulatory reporting. Can Insight Analytics accommodate that?**

Insight Analytics is an operational reporting system; it's designed to complement, not replace, your GL or financial reporting system. During implementation, we customize your operating reports to fit your organization's needs.

### **How far back does historical data go, and can we load data from before implementation?**

The platform can store and display years of historical data depending on what's available from your source systems. Most properties load 3–5 years to

enable immediate year-over-year comparisons. We'll discuss your specific needs during the scoping.

**We're required to maintain certain data for 7+ years for regulatory compliance. Does Insight Analytics serve as our system of record?**

No. Insight Analytics is an analytics and reporting layer. Your source systems (slot system, CMS, player tracking, etc.) remain your systems of record for regulatory and compliance purposes. We pull data from those systems but don't replace their archival or compliance functions.

**Do you report on budgets or expenses? How do you obtain these numbers?**

Yes, many clients opt to incorporate budget and expense data into their key operating reports. Because we don't currently connect directly to ERP, accounting, or payroll systems, this requires manual uploads or data entry. We're continuing to enhance this area, reach out if you have specific use cases to discuss.

**Marketing**

**Can I see a list of at-risk players to target retention campaigns?**

Yes, our flexible player reporting allows you to view changes in play overtime to identify segments like high-value players with declining play or high-value inactive players for retention and win-back campaigns. Similarly, you can identify players with increasing play who you should continue to nurture through reinvestment.

**Can Insight Analytics evaluate the performance of a targeted campaign or specific player list?**

Yes, you can import and save a list of targeted players for a promotion or create your own list based on player attributes. You can then filter any player analytics reports based on the imported list to evaluate campaign performance and analyze play behavior, revenue impact, and reinvestment metrics for the targeted group.

### **Can we control which users can see player names vs. aggregate and trends?**

Yes, role-based permissions control whether users see aggregated data or can drill down to individual records. For example, executive and finance dashboards are typically configured for segment-level views, while marketing and host teams get the player-level access they need.

## **Slot Operations**

### **How does Insight Analytics handle before-and-after analysis for floor moves and conversion projects?**

The platform tracks machine location history and performance over time, so you can see how a specific game performed across different floor locations. For conversion projects like replacing a bank of games with a new theme or vendor, you can compare performance before and after using date range comparisons and filtering by location or game theme.

### **We negotiate progressive contributions and participation agreements with vendors. Does the platform help us track whether we're getting the performance we contracted for?**

The platform shows game-level financial performance including hold percentage, theoretical win, and actual win, which you can use to evaluate vendor performance

against expectations. Many properties export these reports for renegotiation discussions. Specific contract terms, participation rates, or progressive contribution calculations will require manual comparison unless captured in your slot system.

### **What happens if we have a slot system outage or data gap? Will that create holes in our reporting?**

Yes, downtime in source systems will appear as a data gap until connectivity is restored. Some slot systems can backfill historical data once back online; others may have permanent gaps. We recommend reviewing your system's redundancy and recovery capabilities during implementation planning.

### **Does your reporting include indexing of slot machines?**

Yes. Our Fair Share view indexes your slot floor performance, enabling you to evaluate results by a specified dimension such as vendor, theme, or denomination, or drill down to the individual machine level across your key slot KPIs, all within the Interactive Summary Report.